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- CRT appeal denied; industry looks to Congress
- Murdoch, Chris-Craft vie for Warner stock
- Showtime's John Sie heads west to TCI
- Free read-aloud service from SSS

CableVision™

s and features weekly of the cable television industry January 16, 1984

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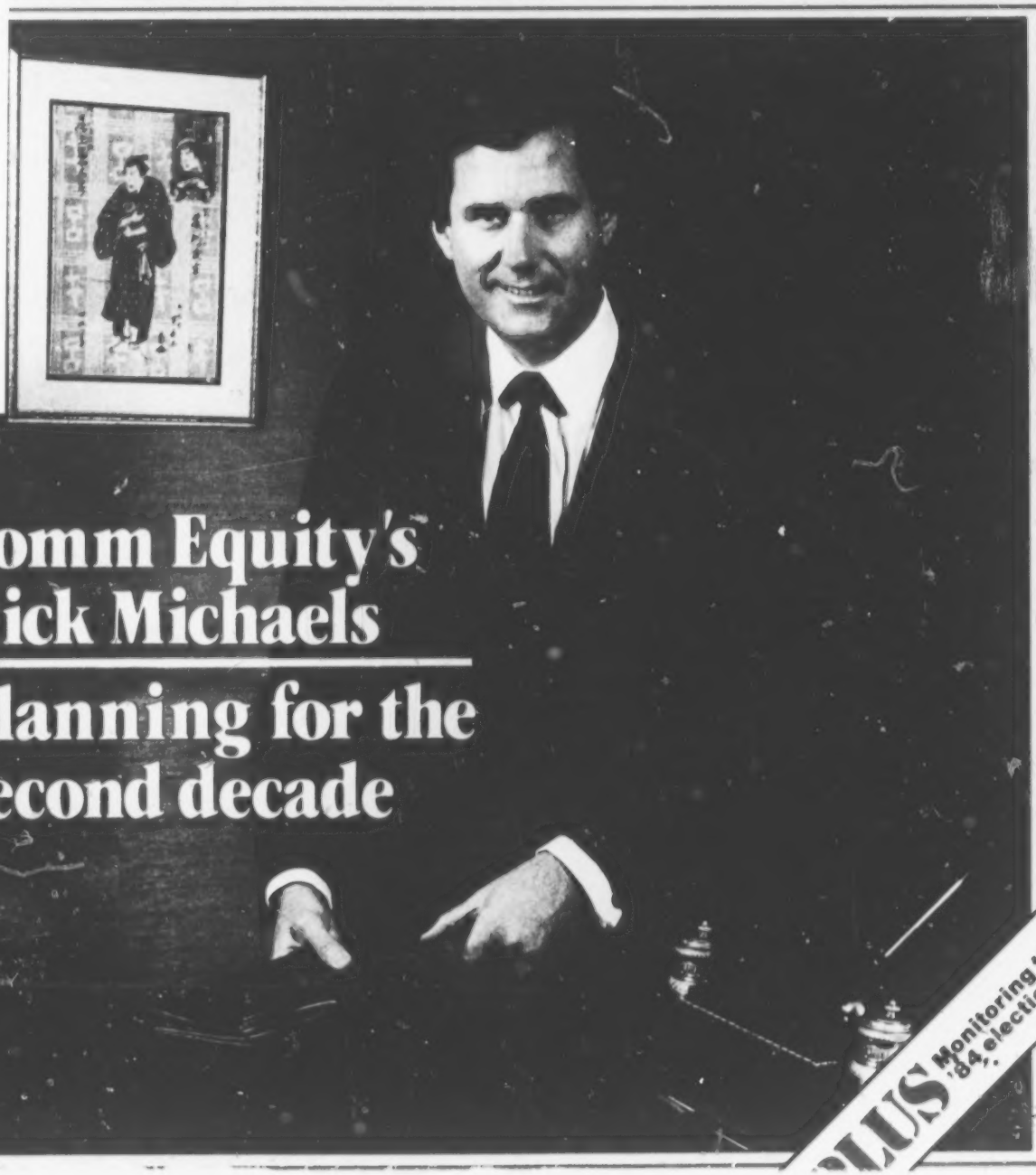

Comm Equity's Rick Michaels

Planning for the second decade

PLUS Monitoring the '84 election

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VWPA ABP BPA

Court upholds CRT rates

NCTA's year-long struggle against soaring copyright rates ended in defeat when the federal appeals court upheld the CRT ruling. Industry now turns again to Congress for relief. **Leading the week, pages 12-16.**

Clash over stereo sound

NAB calls for mandatory carriage of multichannel TV sound; NCTA says it's too costly. Meanwhile, a broad-based committee selects Zenith as best system to provide TV stereo sound for U.S. television. **Leading the week, pages 12-16.**

Sie to join TCI

John Sie leaves Showtime/The Movie Channel at month's end to become a senior vice president at Tele-Communications Inc. and a member of the MSO's operating committee. **Leading the week, pages 12-16.**

Catel buys RCA line

United Scientific's Catel Division buys RCA Cablevision Systems' headend product line three months after RCA announced the closing of that division. **Leading the week, pages 12-16.**

Archway withdraws bid

Archway Cablevision withdraws its bid to wire St. Louis, citing negative publicity that its local stockholders had been exposed to. Meanwhile, a federal grand jury continues to investigate the local franchising process. **Leading the week, pages 12-16.**

Cable sub survey released

A Chicago research firm, which devised a way to link household purchasing with television viewing habits, surveyed eight markets and found that cable subscribers are heavy buyers of grocery store products — and are likely to watch more television than non-subscribing counterparts. **Leading the week, pages 12-16.**

SSS links with In Touch

Satellite Syndicated Systems is donating an audio subcarrier on Satcom IV for "In Touch," a read-aloud service for the visually impaired. It is being offered free to operators. **Page 30.**

Michael Jackson's 'Thriller'

CableVision critic Robert DiMatteo takes a look at Michael Jackson's *Thriller*, wondering if it is truly a breakthrough event or perhaps more of a deadend. **Page 30.**

Texas show preview

Organizers of the Texas Show expect 2,400 attendees for the 24th annual edition of their event later this month in San Antonio. Booth space is nearly sold out (the exhibitor's guide begins on page 37); panels will be dominated by MSO personnel. **Page 33.**

CATV Texas Cable TV Association, Inc.

Warner's precarious future

Warner's future becomes slightly precarious as two companies announce plans to acquire sizable shares of Warner stock. **Page 40.**

U.K. cable status

Wild optimism has faded, according to attendees at last month's Western Cable Show. **Page 40.**

About the cover

CableVision's Publisher Peter Evanow visits with Communications Equity on the company's 10th anniversary. Pictured on the cover is Chairman Rick Michaels.

This week in PLUS

Many politicians hope to make their mark in 1984. And while they're doing so, cable will be watching them and making its own journalistic mark. Since the last election year, cable has truly come into its own politically, and this year's coverage hopes to prove it. CNN plans to have true "fourth network" coverage this time around, and C-SPAN has increased its election staff eight-fold . . . Meanwhile, Communications Equity Associates celebrates a decade of experience and outlines some of its hopes and plans for the future. Pages 19-29.

Copyright fees upheld

CRT increase affects 1,500 systems, legislative action urged to provide industry relief from ruling

WASHINGTON—The cable industry now knows that the courts are no place to turn for relief from the soaring copyright fees that precipitated "Black Tuesday" last March, and the loss of distant signals in some 10 million homes.

The U.S. Court of Appeals in the District of Columbia upheld the rate hike imposed by the Copyright Royalty Tribunal in 1982. Tom Brennan, former CRT head, has estimated that the hike, which calls for larger cable systems to pay 3.75 percent of gross basic revenues for each distant signal over a minimum number, would cost the industry $15-$20 million.

NCTA spokesman Ed Dooley says regional distant signals, as well as the superstations, have been "dropped in substantial numbers" as a result of the CRT increase.

According to NCTA, the decision affects 1,500 systems—those that earn $214,000 or more semi-annually. Systems with smaller incomes or in markets not served by television are exempt from the ruling. That amounts to about 75 percent of all cable systems, according to Jack Valenti, president of the Motion Picture Association of America, a proponent of the rate increase.

Copyright owners were jubilant over the decision of the appeals court. "This decision is a vindication of the marketplace as the supreme arbiter of price and demand," Valenti said "All the CRT did was to verify marketplace economics, which is what free enterprise and competition are all about in this land and which copyright owners passionately support."

For NCTA, which had been fighting the rate hike for over a year, it was a bitter defeat.

"The consumer impact of the court's decision cries out for Congress to provide more specific direction to the CRT," said NCTA President Tom Wheeler. "We will continue to push for legislation to mitigate the anti-consumer impact of the CRT's actions."

Jack Valenti, MPAA president

Robert Ross, general council for Turner Broadcasting System Inc., agrees that legislative action is the only solution. Further court action is unlikely—"it's not a Supreme Court kind of case," he says. The CRT could decide to "revisit the issue in 1985," he adds, "but that would provide no effective relief until '88 or '89. The only way the industry will get any relief is to campaign for those bills."

According to Congressional sources, the industry will have its chance in mid-February, when the relevant subcommittees have tentatively planned hearings on copyright legislations.

At those hearings, lawmakers once again will hear from friends and enemies of H.R. 2903, authored by Rep. Mike Synar (D-Okla.), which allows operators in all markets to exempt three distant signals from the CRT ruling; H.R. 3419, by Rep. Sam Hall (D-Texas), which would exempt superstations that pay national rights for their programming; and S. 1270, introduced by Sen. Pete DeConcini (D-Ariz.), the model for the Hall bill.

But Steve Effros, executive director of CATA, sees a legal loophole in the CRT ruling that he believes could rid the cable industry of the copyright controversy almost entirely.

The loophole is found in Sec. 308.2 of the CRT rules, which exempts from the fee any signal previously permitted under FCC rules implemented in June 1981, or "a signal of the same type (that is, independent, network or non-commercial educational) substituted for such permitted signal."

That legalese, read strictly, allows cable operators some 33 distant signals exempt from copyright fees, Effros believes, plus one additional distant signal exempt under CRT rules.

The decision of the appeals court has opened the door for CATA to try out its interpretation. "We're finally going to have a judicial test of our theory," says Effros. CATA intends to proceed with a court challenge as soon as the first cable operator balks at paying the new copyright fees.

—Brooke Gladstone

CRT interest rates

WASHINGTON—The newest headache for cable operators is the possibility that they may have to pay a year's worth of interest on boosted copyright fees that were deferred while the matter was under litigation.

Now that the U.S. Court of Appeals has affirmed those rates, imposed by the Copyright Royalty Tribunal (CRT), copyright owners are demanding the interest that would have accrued if the new rates had been paid on schedule during 1983.

According to U.S. Copyright Office spokesman George Lanier, "the CRT or the Copyright Office will determine whether to charge interest if and when they are petitioned by copyright owners." The Motion Picture Association of America is on record with the CRT as expecting interest on the fees delayed payment last year, but has issued no formal "petition."

"I don't know what we are going to do," says MPAA Vice President Fritz Attaway. "We're assessing our position legally, politically and administratively. It'll take a while to sort it out." In 1980, the CRT did *not* charge interest when it adjusted its rates for inflation.

Lanier would not specify the interest rate or range of interest that cable operators might be expected to pay. "It varies," he says. "I honestly don't know."

Meanwhile, the Copyright Office has been holding a series of internal meetings this month to decide how to implement the new rates. "We still don't know how many systems will be affected," says Lanier. Several of the approximately 1,500 systems to which the new rate applies may be grandfathered or exempted in "certain instances," he says. The date for completion of forms to be sent to cable systems is in early June.

CRT and industry sources both estimate that the new rate, 3.75 percent of gross basic revenues for each distant signal imported above a minimum number, will cost the cable industry an additional $20 million.

Copyright fees collected from the cable industry since 1980

		Total with interest
1980	$20,019,299	$27,340,990
1981	$29,908,842	$35,390,842
1982	$40,249,502	$42,800,000(approx.)
1983 (Jan.-June)	$22,426,356	$22,650,000 (approx.)

Figures supplied by U.S. Copyright Office

Cablestats

Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 10/83	
ACSN: The Learning Channel	459	3,825,000	+5.75	
ARTS (Hearst/ABC)	2,100	13,000,000	+5.38	
Black Entertainment Television (BET)	267	5,387,944	+.18	
Cable Health Network (CHN)	1,468	14,700,000	+4.76	
Cable News Network (CNN)	4,186	22,626,000	NC	
CNN Headline News	891	8,333,238	+6.48	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,900	23,006,959	+2.17	
Country Music Television	45	1,200,000	NC	(6/30)
Daytime (Hearst/ABC)	755	10,000,000	NC	
Entertainment & Sports Programming Network (ESPN)	6,878	28,500,000	+13.6	
Eternal Word Television Network (EWTN)	102	1,627,253	+.12	
Financial News Network(FNN)	769	14,000,000	+5	
Modern Satellite Network (MSN)	525	8,674,160	+.34	
Music Television (MTV)	1,950	15,000,000	NC	
The Nashville Network (TNN)	1,250	10,000,000	NC	
National Christian Network (NCN)	108	1,439,153	NC	
National Jewish Television (NJTV)	147	2,823,916	NC	
Nickelodeon[1]	3,000	17,600,000	+21	
PTL Satellite Network	800	8,000,000	NC	
Satellite Program Network (SPN)	460	8,743,763	+1.60	
SIN Television Network[2]	251	3,368,300	+3.86	
Trinity Broadcasting Network	288	3,502,000	+4.28	
USA Network	4,000	21,000,000	+4.76	
Video Concert Hall[4]	NA	4,000,000	NA	
The Weather Channel	1,093	11,200,000	+10.71	
WGN	4,934	11,400,000	+4.38	
WOR	855	4,271,671	+1.63	
WTBS	5,717	27,654,000	NC	
Pay service				
Bravo	104	163,000	+11	
Cinemax	1,800	2,500,000	NC	(5/31)
The Disney Channel	1,136	532,000	NC	
GalaVision	186	125,000	NC	(6/30)
Home Box Office (HBO)	5,000	12,500,000	NC	(5/31)
Home Theater Network (HTN)	385	230,000	NC	
The Movie Channel (TMC)	2,700	2,600,000	+3.84	
The Playboy Channel	341	600,000	+7.33	
Showtime	2,900	4,750,000	+5.26	
Spotlight	225	765,000	NC	(7/31)
Audio service				
Capitol Jazz Network	NA	NA	NA	
The Jazz Network (KKGO)	13	800,000	NC	
Lifestyle	154	2,500,000	NC	
Love Sounds	NA	NA	NA	
Moody Bible Institute	26	369,580	NC	
Nice and Easy	NA	NA	NA	
Satellite Radio Network	50	400,000	NC	
SCAN	19	120,000	NC	
WFMT	169	815,700	+8.95	
Text service				
AP News Cable	426	4,900,000	+4.08	
Dow Jones Cable News	138	1,700,000	NC	
Electronic Program Guide (EPG)	131	2,372,107	+4.21	
Reuters News View	350	3,500,000	NC	(8/82)
UPI Newscable	510	NA	NA	

Non-satellite-fed national services

Bicycled service				
The CableShop[1]	11	215,000	NA	
Fuji Network	5	3,140	+6.36	(11/1)
Nippon Golden Network	3	7,000	NC	
PlayCable	20	NA	NA	

Regional entertainment services

Regional service				
Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NC	(4/30)
Bay Area Religious Channel (BARC)[1]	1	3,500	NA	
Buffalo Sabres Hockey	12	430,000	+2.32	
Festival-The Texas Cable Network	6	539,000	+2.78	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	7	14,200	+7.04	
Home Sports Entertainment (Pittsburgh)	7	5,200	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	
Madison Square Garden	50	1,500,000	NC	
Meadows Racing Network[4]	10	200,000	NA	
MetroChannel	5	110,000	NC	
Newsday Cable	1	201,000	+2.48	
PRISM-Philadelphia	88	361,000	+.83	
Sonics Superchannel	10	23,000	NC	
SportsChannel (New England)	32	39,000	+29.48	
SportsChannel (New York)	33	330,000	+5.15	
SportsVision	12	14,000	+3.57	
Video Music Channel	4	110,000	NC	
Z-Channel	23	100,107	+8.79	

Announced services

Non-satellite-fed service	Expected launch
The Games Network	TBA
Regional service	
Box Seat	1/84
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84
Satellite-fed service	
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	TBA
Apollo Entertainment Television	4th quarter 1984
Arts & Entertainment Channel	2/84
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Kidvid Network	3/84
Lifestyle	2/84
M-Net	TBA
Magicable	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Network	TBA
The Pleasure Channel	1/84
The Silent Network	1/84
Star Video Music	1/84
Storytime	1/84
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 11/30/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1] New A.C. Nielson count.
[2] Total SIN reach. Total Spanish-speaking households: 28,068,100.
[3] Correction: last month's count was stated as 250,000. The proper count was 215,000.
[4] New to the chart.
Source: Subscriber and affiliate counts are provided by the program services for ICR: Cable Information Services—a Titsch Communications division.

National cable advertising

This chart lists national advertising sales by the basic cable networks during December 1983.

BET
American Home Products (R)
Amtrak (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
The Disney Channel (R)
Eastman Kodak (R)
Ford (R)
General Mills (R)
HBO (R)
Hershey (R)
IBM (R)
Kraft (R)
Mobil Oil (R)
Paramount Pictures (R)
Pepsico (R)
Philip Morris (R)
Pillsbury (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
U.S. Army (R)
U.S. Coast Guard (R)
U.S. Marines (R)
Universal Pictures (R)
Walt Disney Productions (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

The CableShop
American Coupon Club (R)
Arrow (R)
Campbell Soup (R)
CBN Cable Network (R)
Comp-U-Card (R)
Eastman Kodak (R)
Esmark (R)

Cable stats

Johnson & Johnson (R)
Kraft (R)
Levi Strauss (R)
M & M Mars (Uncle Ben's) (R)
Merrill Lynch (R)
Reynolds Metals (R)
Scott Paper (R)
Shopsmith (R)
Tenneco (R)
Video Brochures International (R)

CNN
Actifed (N)
American Cyanamid (R)
American Home (R)
Archway Cookies (R)
AT&T (R)
Bristol Myers (R)
Campbell's (R)
Cheeseborough Ponds (R)
Coca-Cola (R)
Dazey (N)
Dow Jones (R)
Duracell (R)
Ford (R)
Gannett Publishing (R)
General Foods (R)
Gulf Oil (R)
Haggar (R)
Hanes (R)
IBM (R)
Jamaica Tourism (R)
Johnson & Johnson (R)
Kal Kan (N)
Kenco (R)
Matthew Bender Tax Information (N)
Merrill Lynch (R)
National Geographic (R)
Nestle's (R)
Nomura Securities (R)
Noreico (R)
Oster Corp. (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Quantas Airlines (R)
Quaker Oats (R)
Ralston Purina (R)
Sears (R)
Toyota (R)
Triangle Publications (N)
Varco Pruden (N)
Whirlpool (N)

CNN Headline News
American Cyanimide (R)
American Home (R)
Banfi Products (R)
Black & Decker (R)
Block Drugs (R)
Campbell (R)
Car Quest (R)
Dazey (N)
Dow Jones (R)
Ford (R)
Franklin Mint (R)
Ginsu Products (R)
Gulf Oil (R)
Honda (R)
Jeffrey Martin (R)
Kellogg's (R)
Magnavox (R)
Matthew Bender Tax Information (N)
Phillips Petroleum (R)
Procter & Gamble (R)
Quaker Oats (R)
Radio Shack (R)
Ralston Purina (R)
Remington (R)
Royal Durasteel (R)
Sears (R)
Smithsonian (R)
Sports Illustrated (R)
Subaru (R)
Teltex (R)
Time/Life (R)
Toyota (R)
Urban General (R)
U.S. Virgin Island Travel (R)
Varco-Pruden (N)
Visa (R)
Wausau Insurance (R)
Wembley Ties (R)
Whirlpool (N)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
FTD (R)
General Mills (Red Lobster) (R)

Dow Jones Cable News
Charles Schwab (R)
Dow Jones (R)
Hilton Hotels (R)
Market Data (R)
Waldorf-Astoria (R)

ESPN
American Cyanamid (R)
Anheuser-Busch (R)
American Home Products (R)
Athlete's Foot (R)
Bardahl Motor Oil (R)
Blistex (N)
Block Drug (R)
Bloodhorse Magazine (R)
Cribari Wines (N)
Dow Jones (R)
Eastman Kodak (R)
Epson Computers (R)
Ford (R)
For Members Only (R)
Johnson & Johnson (R)
JVC (N)
Kentucky Fried Chicken (N)
Kloss Video (R)
Michelin (R)
Murdoch Productions (N)
Paramount (R)
Prince Tennis Rackets (R)
Radio Shack (R)
Reid Flash Land Prod. (N)
Sears (R)
Soloflex (R)
Sports Illustrated (R)
State Farm Insurance (R)
STP Oil (R)
3M (R)
Trustworthy Hardware (R)
Uniden (N)
Visa (N)
Warner Bros. (R)
Xerox (R)

Financial News Network
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
AT&T (N)
Business Week (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
DeMoss Foundation (N)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Equity Gallery (N)
Financial Educators Exchange (N)
First Futures (R)
Fisher Stereo (R)
Foundation for Savings Institutes (N)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
International Trading Group (R)
Investment Metals International (R)
Investment Rarities (R)
Mabon Nugent (R)
Marsten System (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Bank of Poland (R)
National Geographic (R)
North American Systems (R)
Northwest Mutual Life (N)
Northwest Orient Airlines (N)
OTC Review (R)
Paine Webber (R)
Paulson Investment (R)
Prudential-Bache (R)
Pulse Tach (N)
Qyasar (R)
Quick & Reilly (R)
Rouse, Woodstock (R)
Sears (R)
Sharper Image (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Value Line (R)
Wealth Magazine (N)
West Coast Metals (R)
William O'Neil (R)
Woodhaven Country Club (N)
W. R. Grace (N)

MSN
Alpo (R)
American Dental Association (R)
American Iron & Steel Institute (R)
American Petroleum Institute (R)
American Security Council (R)
Anheuser-Busch (R)
Embassy of Australia (R)
Beatrice Foods (R)
Briar Industries (N)
Brown Shoe Company (R)
Burlington Northern (R)
Chemical Manufacturers Association (R)
Chrysler (R)
Conoco (R)
E.I. DuPont (R)
Edison Electric Instufute (R)
Export Council of Sweden (R)
G.D. Searle (R)
General Motors (R)
Gulf Oil (R)
John Hancock Mutual Insurance (R)
Industrial Fabrics Association (R)
International Gold Corporation (R)
Investment Company Institute (R)
Kelly Services (R)
Kikkoman (R)
Liberty Mutual Insurance (R)
Mattel (R)
Mercedes-Benz (R)
National Machine Tool Builders Association (R)
Pennzoil (R)
Portuguese National Tourist Office (R)
Procter & Gamble (R)
Government of Puerto Rico (R)
Ralston Purina (R)
Ross University (N)
Tourist Office of St. Moritz (R)
San Antonio Convention & Visitors Bureau (R)
San Diego Convention & Visitors Bureau (R)
Sun Line Cruises (N)
Swift (R)
The Tobacco Institute (R)
U.S. Army (R)
United Steel Workers of America (R)
Universal Foods (R)
Warner Lambert (R)
Washington State Apple Commission (E)
White's Electronics (R)

The Nashville Network
Acme Boots (R)
Beard-Poulan (R)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (?)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (R)
Kraft (R)
Lorillard Tobacco (R)
Martha White (R)
Members Only (R)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (R)
Stroh Brewery (R)
Suffolk Marketing (R)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Amaretto Di Saronno (R)
Anheuser-Busch (R)
Campbells (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Ford (R)
Procter & Gamble (R)
Sears (R)
Warner Brothers (R)

SPN
Architectural Digest (R)
Century 21 (R)
Dow Chemical (R)
North American Systems (R)
Pfaff Sewing Machines (R)
Qantas Airlines (R)
Rubbermaid (R)
Searle (R)

USA Network
A & M Records (R)
American Home Products (R)
Bristol-Myers (R)
Cambridge Cologne (R)
Campbell's (R)
Chevrolet (R)
Clorox (R)
Columbia Pictures (R)
Duracell (R)
Eastman Kodak (R)
Emery (R)
English Leather (N)
Epson Computers (N)
Eureka (R)
Ford (R)
General Foods (R)
Haggar (N)
Hanes (R)
Honda (R)
JVC (N)
Kellogg's (R)
Kimberly Clark (R)
Legg's (R)
Levi Strauss (R)
Magnavox (R)
Mattel (R)
Maxell (R)
Miller Brewing (R)
Mobile Oil (R)
Nabisco (R)
Nestle (R)
Noreico (R)
Noxell (R)
Pabst Brewing (R)
Pfizer (N)
Philip Morris (R)
Phillips Petroleum (R)
Pillsbury (R)
Pontiac (R)
Procter & Gamble (R)
Quaker Oats (R)
Radio Shack (N)
Ralston-Purina (R)
Sears (R)
State Farm Insurance (R)
Toyota (R)
Wang (R)
Warner Communications (R)
Warner Lambert (R)
Zenith (R)

WTBS
Actrix Computers (N)
Anheuser-Busch (R)
Beachnut (R)
Digital Computer (N)
Eastman Kodak (R)
Emery (R)
Gallery of Homes (N)
General Mills (R)
K-Tel (R)
Miles Laboratories (R)
Northern Petroleum Chemicals (R)
Procter & Gamble (R)
Quaker Oats (R)
Redman Tobacco (R)
Rubbermaid (N)
Shrade Cutlery (N)
Stroh Brewery (R)
Thompson Medical (R)

R denotes renewal client
N denotes new client
Total advertising clients for December '76 clients, '80 clients, '98 clients.
Source: Advertising clients are provided by the program services for ICR Cable Information Service—a Fitsch Communications division.